



BEST AVAILABLE COPY

→ Full

PATENT

Attorney Docket No. 8830-225 (189072)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Patent Application of : Group Unit:
Karin Hayhow : 3629
Serial No.: 10/650,318 : Examiner
: Not yet assigned
Filed: August 28, 2003 :
For: Marketing Scheme :

FILING OF CERTIFIED COPY UNDER 35 U.S.C. § 119(b)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Filed herewith is a certified copy of United Kingdom Application No. 0220163.0 required under 35 U.S.C. § 119(b) in support of the applicant's claim to foreign priority under 35 U.S.C. § 119(a).

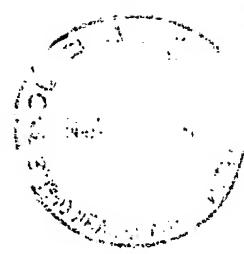
**CERTIFICATE OF MAILING
UNDER 37 C.F.R. 1.8(a)**

I hereby certify that this paper, along with any paper referred to as being attached or enclosed, is being deposited with the United States Postal Service on the date indicated below, with sufficient postage, as first class mail, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

BY _____

Katie Keogh

DATE: September 2, 2004



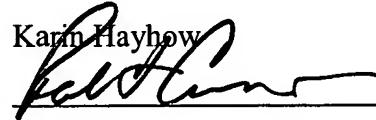
THIS PAGE BLANK (USPTO)

No fee is believed to be due in connection with this filing. Please charge any fee that is due in connection with the filing of the priority document, and credit any over-payment, to Deposit Account No. 50-0573.

Respectfully submitted,

Karin Hayhow

BY:

 36,469

GREGORY J. LAVORGNA
Registration No. 30,469
Drinker, Biddle & Reath LLP
One Logan Square
18th and Cherry Streets
Philadelphia, PA 19103-6996
Tel: 215-988-3309
Fax: 215-988-2757
Attorney for Applicants

THIS PAGE BLANK (USPTO)



INVESTOR IN PEOPLE

The Patent Office
Concept House
Cardiff Road
Newport
South Wales
NP10 8QQ

I, the undersigned, being an officer duly authorised in accordance with Section 74(1) and (4) of the Deregulation & Contracting Out Act 1994, to sign and issue certificates on behalf of the Comptroller-General, hereby certify that annexed hereto is a true copy of the documents as originally filed in connection with the patent application identified therein.

In accordance with the Patents (Companies Re-registration) Rules 1982, if a company named in this certificate and any accompanying documents has re-registered under the Companies Act 1980 with the same name as that with which it was registered immediately before re-registration save for the substitution as, or inclusion as, the last part of the name of the words "public limited company" or their equivalents in Welsh, references to the name of the company in this certificate and any accompanying documents shall be treated as references to the name with which it is so re-registered.

accordance with the rules, the words "public limited company" may be replaced by p.l.c., c, P.L.C. or PLC.

registration under the Companies Act does not constitute a new legal entity but merely affects the company to certain additional company law rules.

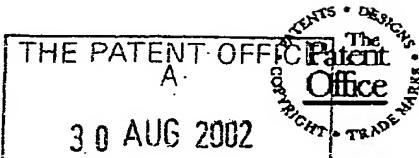
Signed

Dated 9 September 2003

CERTIFIED COPY OF
PRIORITY DOCUMENT

THIS PAGE BLANK (USPTO)

Patents Form 1/77

Patents Act 1977
(Rule 16)30AUG02 0744780-1 00284
P01/7700, 0.00-0220163.0RECEIVED BY FAX
Request for grant of a patent

(See the notes on the back of this form. You can also get an explanatory leaflet from the Patent Office to help you fill in this form.)

The Patent Office

Cardiff Road
Newport
South Wales
NP10 8QQ

1. Your reference

P31976-IKE/MHA/GMU

2. Patent application number
(The Patent Office will fill in this part)

0220163.0

30 AUG 2002

3. Full name, address and postcode of the or of
each applicant (underline all surnames)Winningnote Limited
Kilroque House
60 Dick Place
Edinburgh
EH9 2JB

Patents ADP number (if you know it)

If the applicant is a corporate body, give the
country/state of its incorporation

United Kingdom

O 84552X0001

4. Title of the invention

Winningnote System

5. Name of your agent (if you have one)

Murgitroyd & Company

"Address for service" in the United Kingdom
to which all correspondence should be sent
(including the postcode)Scotland House
165-169 Scotland Street
Glasgow
G5 8PL

Patents ADP number (if you know it)

1198015

6. If you are declaring priority from one or more
earlier patent applications, give the country
and the date of filing of the or of each of these
earlier applications and (if you know it) the or
each application number

Country

Priority application number
(if you know it)Date of filing
(day / month / year)7. If this application is divided or otherwise
derived from an earlier UK application,
give the number and the filing date of
the earlier application

Number of earlier application

Date of filing
(day / month / year)8. Is a statement of inventorship and of right
to grant of a patent required in support of
this request? (Answer 'Yes' if:
a) any applicant named in part 3 is not an inventor, or
b) there is an inventor who is not named as an
applicant, or
c) any named applicant is a corporate body.
See note (d))

Yes

Patents Form 1/77

0045740 30-Aug-02 04:23

Patents Form 1/77

9. Enter the number of sheets for any of the following items you are filing with this form.
Do not count copies of the same document

Continuation sheets of this form

Description

32

CF

Claim(s)

Abstract

Drawing(s)

6 02/1Y

10. If you are also filing any of the following, state how many against each item.

Priority documents

Translations of priority documents

Statement of inventorship and right to grant of a patent (Patents Form 7/77)

Request for preliminary examination and search (Patents Form 9/77)

Request for substantive examination
(Patents Form 10/77)Any other documents
(please specify)

11.

I/We request the grant of a patent on the basis of this application.

Signature

Murgitroyd & Co Date 30 August 2002

Murgitroyd & Company

12. Name and daytime telephone number of person to contact in the United Kingdom

Graham Murnane

0141 307 8400

Warning

After an application for a patent has been filed, the Comptroller of the Patent Office will consider whether publication or communication of the invention should be prohibited or restricted under Section 22 of the Patents Act 1977. You will be informed if it is necessary to prohibit or restrict your invention in this way. Furthermore, if you live in the United Kingdom, Section 23 of the Patents Act 1977 stops you from applying for a patent abroad without first getting written permission from the Patent Office unless an application has been filed at least 6 weeks beforehand in the United Kingdom for a patent for the same invention and either no direction prohibiting publication or communication has been given, or any such direction has been revoked.

Notes

- If you need help to fill in this form or you have any questions, please contact the Patent Office on 08459 500505.
- Write your answers in capital letters using black ink or you may type them.
- If there is not enough space for all the relevant details on any part of this form, please continue on a separate sheet of paper and write "see continuation sheet" in the relevant part(s). Any continuation sheet should be attached to this form.
- If you have answered 'Yes' Patents Form 7/77 will need to be filed.
- Once you have filled in the form you must remember to sign and date it.
- For details of the fee and ways to pay please contact the Patent Office.

1

1 MARKETING SCHEME

2

3 FIELD OF THE INVENTION

4

5 This invention relates to a marketing scheme and in
6 particular to a marketing scheme implemented on the
7 Internet. The term marketing is used throughout
8 this specification to refer to marketing or
9 advertising.

10

11 BACKGROUND OF THE INVENTION

12

13 With the growth in Internet advertising, users are
14 being increasingly bombarded with advertisements and
15 are consequently becoming less receptive thereto.
16 Similarly, given the wealth of sites available on
17 the Internet, advertisers are finding it
18 increasingly difficult to retain a user's attention
19 in an advertisement or brand-owner's web-site as the
20 user can quickly move onto other sites.

21

1 Personal recommendation or word of mouth advertising
2 has traditionally been recognised as a very powerful
3 form of advertising and is based on the premise that
4 a customer who has been satisfied with a product or
5 service will recommend it to their friends and
6 family and will thereby become an advocate for the
7 product or service provider.

8

9 Word of mouth advertising has a parallel in the
10 Internet known as viral marketing. Viral marketing
11 is an advertising strategy that is used to encourage
12 individuals to voluntarily pass on a marketing
13 message to others. Since a recipient of any such
14 marketing message will recognise it as emanating
15 from a known friend or family member, the recipient
16 is likely to be more receptive to the message than
17 if it had been sent from an unknown source.

18 Furthermore, since each recipient of the message can
19 pass it on to a number of other persons, there is a
20 potential for an exponential growth in the message's
21 exposure.

22

23 A number of viral marketing strategies are employed
24 on the Internet to convey sales messages or build up
25 brands and characteristically provide different
26 incentives (e.g. free web-space, free software etc.)
27 to users to pass on marketing messages. However,
28 such systems do not provide an incentive for a
29 recipient to read and forward the message and rely
30 on the fact that the message emanates from a known
31 source to attract the attention of the recipient.

32

1 OBJECT OF THE INVENTION

2

3 It is an object of the invention to overcome the
4 problems in the prior art.

5

6 SUMMARY OF THE INVENTION

7

8 According to the invention there is provided a
9 method of operating a marketing scheme comprising
10 the steps of:

11 registering a first party with the scheme
12 operator;

13 issuing a respondable transmissible element to
14 the first party for onward transmission to a
15 plurality of receiving parties, the method of onward
16 transmission being selected from the group
17 consisting of direct transmission by said first
18 party and indirect transmission by a receiving party
19 who has received the transmissible element from one
20 of said first and receiving parties;

21 receiving a response to a transmissible element
22 from a second party which is one of said plurality
23 of receiving parties;

24 comparing the accumulated total of responses
25 received from said plurality of receiving parties
26 with a target total; and

27 delivering a first prize to the second party if
28 the accumulated total of received responses equals
29 the target.

30

1 Preferably, a second prize is also delivered to a
2 third party from whom the second party received the
3 transmissible element.

4

5 Preferably, the second party is offered a
6 transmissible element if the accumulated total of
7 received responses is less than the target.

8

9 Desirably, a fourth party is registered with the
10 scheme operator prior to the commencement of the
11 marketing scheme.

12

13 Preferably, the target may be determined by the
14 fourth party who also donates the first and second
15 prizes. The fourth party may also donate more
16 prizes. The target may be established in accordance
17 with the value and number of the first and second
18 prizes.

19

20 Preferably, the transmissible element may be
21 selected from the group consisting of HTML or
22 textual messages and may be customised in accordance
23 with the requirements of the fourth party. The
24 transmissible element may further comprise
25 instructions on how it should be used to win a
26 prize. The transmissible element may further
27 comprise a responding means chosen from the group
28 comprising of a hyperlink and an email address to a
29 recording centre.

30

31 Optionally, prior to registration the first party
32 may be shown the prizes donated by the at least one

1 fourth party. The first party may be permitted to
2 select a prize and may be permitted to register to
3 acquire the transmissible element.

4
5 Preferably, the registration form may be customised
6 to meet the requirements of the fourth party and
7 must be completed by the first party before issue of
8 the transmissible element. The information provided
9 by the first party may be validated before a
10 transmissible element may be sent to the first user.

11
12 Optionally, the transmissible element may be sent to
13 the first party in an email further including
14 instructions on how it should be transmitted to
15 further parties. To win the prize the first party
16 must transmit the transmissible element to a
17 receiving party.

18
19 Optionally, on receipt of the transmissible element,
20 the receiving party may be advised of their chance
21 to win the prize and may be invited to respond to
22 the transmissible element. On responding to the
23 transmissible element, the receiving party may
24 become the second party to the subsequent
25 proceedings and the first party may become the third
26 party to the subsequent proceedings.

27
28 Optionally, if the second party does not win the
29 prize, the second party may be required to provide
30 information in accordance with the requirements of
31 the fourth party in order to obtain a transmissible
32 element. On receipt of the transmissible element,

1 the second party may be advised on how to transmit
2 the transmissible element to other parties.

3

4 Preferably, to win the prize, the second party must
5 transmit the transmissible element to a receiving
6 party. If the receiving party responds to the
7 transmissible element, the second party may become
8 the third party to the subsequent proceedings and
9 the receiving party may become the second party to
10 the subsequent proceedings.

11

12 Preferably, if the accumulated number of received
13 responses matches the target, the second party may
14 be requested to transmit information to a recording
15 centre and provide a copy of the transmissible
16 element thereto to enable the recording centre to
17 verify that the second party's email address is not
18 identical to that of the third party.

19

20 Preferably, once the prize is won, registrants for
21 the prize may be informed of the fact, no further
22 transmissions are made in respect of the prize and
23 no further registrations therefor may be accepted.

24

25 Desirably, the registration by the first party could
26 be added to the accumulated total of received
27 responses. Consequently, a first prize could
28 potentially be delivered to the first party without
29 there being a second party to whom the second prize
30 would be delivered. In such circumstance, the at
31 least one remaining prize may be used in a periodic
32 random draw amongst all the registered parties.

1
2 Further optionally, in addition to sending the
3 transmissible elements to individual parties based
4 on specific requests therefor, transmissible
5 elements may also be sent out to groups of parties
6 without prior request therefor.

7
8 According to a second aspect of the invention there
9 is provided a system for implementing a marketing
10 scheme comprising of a scheme database containing
11 details of available marketing schemes and the
12 operators of said marketing schemes; a prize offer
13 database containing details of prizes made available
14 by the marketing scheme operators; an advertisement
15 database containing advertisements; and a response
16 database containing details of respondents to the
17 marketing scheme, wherein these databases are
18 accessible by a user software module and a logic
19 software module so that the prizes in the prize
20 offer database are displayed by the user software
21 module, details of registrants for the marketing
22 scheme acquired by the user software module are
23 stored in the response database and a generation of
24 transmissible elements comprising of advertisements
25 from the advertisement database, a transmission of
26 appropriate transmissible elements to persons whose
27 details are stored in the response database, a
28 storage of responses to the transmissible elements
29 in the response database and a decision process for
30 prize grant are collectively controlled by the logic
31 software unit.

32

1 Preferably, the system for implementing the
2 marketing scheme further comprises an administration
3 module and an advertiser administration module. The
4 administration module enables suitably empowered
5 parties an ability to add marketing scheme
6 operators, campaign details and their marketing
7 schemes to the scheme database and to generate
8 reports of marketing scheme statistics. The
9 advertiser administration module enables suitably
10 empowered marketing scheme operators to generate
11 their own reports of statistics relating to their
12 own marketing schemes and further add information
13 relating to their marketing schemes to the scheme
14 database.

15

16 BRIEF DESCRIPTION OF THE DRAWINGS

17

18 An embodiment of the invention will now be described
19 by way of example only with reference to the
20 accompanying drawings in which:

21 Figure 1 is a flow chart of the processes occurring
22 in the marketing scheme in accordance with the
23 invention;

24 Figure 2 is a screen shot of an email with a note
25 from the scheme operators attached to its end;

26 Figure 3 is a schematic representation of the
27 relationships between the marketing scheme web-site
28 and participants in the marketing scheme for a
29 simple example scenario;

30 Figure 4 is a block diagram showing the
31 relationships between the databases and software
32 modules which comprise the system architecture;

1 Figure 5 is a block diagram showing the software
2 components of the user's module of the system
3 software; and
4 Figure 6 is a block diagram showing the hierarchical
5 relationship between the software components of the
6 administration module of the system software.

7

8

9 DESCRIPTION OF THE INVENTION

10

11 Referring to the accompanying figures this
12 description will start with a discussion of the
13 processes occurring in the software and will end
14 with a description of the system architecture.

15

16 Process Description

17

18 Referring to figure 1, in a first stage 5 of the
19 marketing scheme a fourth party who will henceforth
20 be referred to as an advertiser (but could equally
21 be a brand-owner or a promoter) who wishes to
22 participate in the marketing scheme registers with
23 the web-site and offers the scheme operators two or
24 more prizes to be used in the advertiser's
25 advertisement campaign. The advertiser also agrees
26 with the scheme operator on a target number of
27 responses for the advertisement campaign. The
28 target number of responses may or may not be set
29 with reference to the recommended retail price of
30 the prizes.

31

1 The advertiser designs their advertisement message
2 which is incorporated by the scheme operators into a
3 transmissible element which will henceforth be known
4 as a note. The note may be further branded with the
5 advertiser's logo and provided with a hyperlink to
6 the advertiser's home-page.

7

8 A first party learns of the web-site and visits the
9 web-site 10. The first party browses the available
10 prizes and chooses the prize(s) he wants to win 22.
11 By clicking on an appropriate hyperlink (e.g.
12 <http://www.website/ADVERTISER/prizeoffer template>)
13 the first party is directed to offer detail and a
14 registration form which must be completed to obtain
15 a note from the scheme operators.

16

17 The amount and type of information demanded from the
18 first party is customisable to meet the advertiser's
19 needs by requiring that particular fields in the
20 registration form must be filled before the
21 registration will be accepted and making the filling
22 of the other fields in the registration form
23 optional. At a minimum, the first party will be
24 required to provide their name and email address
25 before a note will be issued.

26

27 On receiving the first party's details the scheme
28 operators will validate the details. If the details
29 provided by the first party do not satisfy the
30 advertiser's requirements, the first party will be
31 informed of the fact by the web-site and will be
32 prompted to enter the details again until the

11

1 provided details do satisfy the advertiser's
2 requirements on the registration form. Once the
3 provided details satisfy the advertiser's
4 requirements, the details will be stored 26 and the
5 web-site will issue the corresponding note to the
6 first party 28 as part of the message body of an
7 email. The note will be written by default in HTML,
8 however, a text version of the note can be read by
9 email programmes which do not support HTML.

10
11 The note will contain personalised information in
12 the form of the email address of the first party and
13 will be provided with an explanation of how to
14 insert the note into an email (e.g. by cutting and
15 pasting the note onto new emails, forwarding the
16 issuer's mail, or saving the note and either using
17 it as a signature, or sending it as an attachment on
18 new emails).

19
20 The first party will insert the notes into their own
21 emails using one of the above methods and will send
22 the notes to as many contacts as he/she wishes 30.
23 To simplify the following description, a receiving
24 party henceforth known as a recipient, of a note who
25 did not acquire it from the web-site, will be
26 described as a User_x wherein x varies according to
27 the context in which the user acquired the note.
28 Thus, if an first party sends the note to n persons,
29 those persons will be described as User₁ to User_n.

30
31 An example of an email containing a note is shown in
32 figure 2. The email comprises the normal

1 recipient's email address 100 and the textual
2 description of the purpose of the email (i.e.
3 content of email from sender to recipient) 102. The
4 note 104 appears at the bottom of the email and
5 comprises a description of the prize chosen by the
6 first party 106 and instructions on how to respond
7 to win the prize 108 by hyperlink or email. The note
8 104 further comprises the advertiser's message 110
9 which may include the advertiser's brand 112 and a
10 hyperlink to the advertiser's home-page. The note
11 104 may further include information on the target
12 number of responses for the prize, details of the
13 terms and conditions 115 of the prize offer, the
14 target number of responses for the prize offer 116,
15 and instructions to the recipient to retain the note
16 117. The note is terminated with a hyperlink to the
17 marketing scheme web-site 118, a prompt to visit the
18 site to see other prizes and an email contact
19 address.

20

21 Returning to figure 1, for a recipient to learn
22 whether or not they have won the prize described in
23 the note, they must respond 32 to the note. The
24 response may take the form of an email to the
25 operator using an email address (e.g.
26 havewewon.ADVERTISER@website.com) or hyperlink
27 thereto, cited in the instructions 108 in figure 2
28 in the received note. The response may also take
29 the form of an on-line visit to the marketing-scheme
30 web-site (e.g.
31 http://www.website.com/ADVERTISER/klick check)
32 through a hyperlink included in the instructions 108

1 in figure 2 in the received note. The URL of the
2 response hyperlink is only available from the note,
3 it cannot be linked to from elsewhere and is hidden
4 from view.

5

6 If responding to the note using the hyperlink
7 included in the note, the user (e.g. User_n) must
8 enter their name and email address and the email
9 address of the sender of their note. If responding
10 to the note by email the user (e.g. User_n) need only
11 send a blank email to the email address provided in
12 the note.

13

14 Each time a response to a note is received, a record
15 is made thereof. To simplify the following
16 description, the number of recorded responses will
17 be referred to henceforth as checks. On receipt of
18 a response to a note, the checks acquired for the
19 corresponding advertising campaign is incremented
20 34. The resulting checks are then compared with the
21 target number of responses established by the
22 advertiser for the advertising campaign 36. Once
23 the checks reaches the target number of responses
24 for the advertising campaign, prize delivery is
25 triggered 38.

26

27 If on receipt of a response to a note, the resulting
28 incremented checks equals the target number of
29 responses for the prize offer, then both the sender
30 of the response (henceforth known as a second party
31 to the proceedings) and a third party who sent him
32 the note will win a prize 38. For example, in the

1 case of a note sent to Usern by the first party,
2 both the first party and Usern will win the prize.
3 In the above case the Usern is a second party to the
4 proceedings and the first party (who received the
5 note originally from the web-site operators) is a
6 third party to the proceedings. However, as will be
7 seen later a note can be sent to a recipient by
8 persons other than the first party or the web-site
9 operators. Consequently, the third party to the
10 above proceedings might be the first party or some
11 other person depending on the circumstances in which
12 the note was transmitted to the second party.

13
14 Regardless of the identity of the second and third
15 parties to the above proceedings, if the number of
16 received responses to a note equals the target
17 number of responses for the prize offer a
18 congratulatory message will be sent to the second
19 party, which will tell the second party of his
20 success. The second party will be requested to
21 forward their note to winnercheck@website.com so
22 that the scheme operators may inform both winners
23 (i.e. the second and the third parties) of their
24 success. The second party is also required to
25 forward their note to winnercheck@website.com so
26 that the authenticity of the second party's claim
27 may be validated and checked to ensure that it
28 complies with the terms and conditions imposed by
29 the advertiser .

30
31 An inspection of the note in question represents one
32 potential way in which the identities of the second

1 and third parties may be verified to ensure that the
2 identities of the parties in question are not
3 identical. The identities of the second and third
4 parties might be identical if a person attempted to
5 cheat the marketing scheme by maintaining multiple
6 email addresses, passing a note between the
7 addresses and responding to the note from each
8 address until the target number of responses had
9 been reached. The note is further examined by
10 checking that the email address of the third party
11 is registered on the web-site, to ensure that the
12 third party is an authorised sender of a note.
13 Further investigations of the identities of the
14 second and third parties may be performed based on
15 the ownership of the email address of the parties in
16 question and their home addresses.

17
18 The competition is closed on reaching the target
19 number of responses and all the registrants for the
20 prize offer are sent an email informing them that
21 the prize has been won and that the offer has been
22 closed as a result 39 and instructing them to stop
23 transmission of the note. If any responses are
24 received in respect of a prize offer after its
25 closure, the senders of the responses in question
26 are transmitted an automatic reply informing the
27 senders that the prize has been won and the prize
28 offer has been closed.

29
30 If on receipt of a response to a note, the target
31 number of responses to the advertising campaign has
32 not been met, a consolation message will be issued

1 to the respondent 40, informing the respondent that
2 they have been unsuccessful in their attempt to win
3 the prize and offering the respondent the
4 opportunity to include a note in their own emails
5 and win the prize if the response of one of its
6 recipients meets the target number for the
7 advertising campaign.

8
9 Depending on the requirements of the advertiser, the
10 respondent may be sent a note automatically with
11 their consolation email 42, or alternatively, the
12 user may be presented with a hyperlink to a
13 registration form (e.g.
14 www.website.com/ADVERTISER/prizeoffer) which the
15 respondent will be required to complete before
16 obtaining their note.

17
18 On receiving a response to a note, the respondent's
19 email address may be excluded from any further
20 attempts to win the corresponding prize by
21 responding to a received note. Some advertisers may
22 wish to offer a respondent more than one opportunity
23 to win a prize, by responding to a received note,
24 and consequently the respondent's email address will
25 only be excluded from any further attempts to win a
26 prize, by responding to a received note, if the
27 number of responses already received from the email
28 address exceeds a predefined threshold for the offer
29 in question.

30
31 Having failed to win a prize by responding to a
32 received note, a second party may register with the

1 web-site to receive a note for transmission to their
2 own contacts or may automatically receive one of
3 such notes from the web-site operators. On receipt
4 of the note, the second party may send the note to
5 his own contacts and thereby obtain another chance
6 to win the prize if the recipient of the note
7 responds to the note and the resulting incremented
8 total of checks reaches the target number of
9 responses for the prize offer (in this case the
10 recipient of the note also wins the prize).

11
12 In a simple example, referring to Figures 1 and 3,
13 if an first party 70 sends a note to n persons and
14 one of those recipients (namely User_n 71) responds to
15 the note but fails to win a prize and transmits the
16 note to m persons, then $n+m+1$ persons have seen the
17 advertisement (i.e. all the recipients of the note
18 and the first party 70). If one of the m persons
19 (namely User_{n+m} 72) responds to the note but fails to
20 win the prize and sends the note to p persons then
21 $n+m+p+1$ persons have seen the advertisement. If one
22 of those p persons namely User_{n+m+p} 73 responds to the
23 note but fails to win the prize and sends the note
24 to q persons then $n+m+p+q+1$ persons have seen the
25 advertisement. If one of those q persons namely
26 User_{n+m+p+q} 74 responds to the note and wins the prize
27 then the User_{n+m+p+q} 74 and User_{n+m+1} 73 will win a
28 prize each.

29
30 Clearly, the results of the marketing scheme may
31 become much more complex because there may be more
32 than one first party of an offer and more than one

1 of the n recipients may respond to the note (if all
2 n recipients responded there would be n checks). If
3 all n recipients were not to have won the prize and
4 sent a note to m persons each who all responded to
5 the note then nxm checks would be received.

6 Similarly if none of the m recipients won a prize
7 and each sent a note to p persons then nxmxp checks
8 would be received.

9

10 The resulting effect of this process is a
11 potentially exponential growth in the number of
12 persons exposed to the brand owner's advertisement
13 with the spontaneous generation of independent
14 "chains" of emails containing notes. Regardless of
15 the complexity of the results, the advertiser pays
16 for the number of received responses to the issued
17 notes for their advertising campaign.

18

19 In a further embodiment the act of registering with
20 the web-site by the first party is itself counted as
21 a check 12. Consequently, if enough checks have
22 been acquired prior to the registration by an first
23 party, the check resulting from the first party's
24 registration could equal the target number of
25 responses set by the advertiser and the first party
26 could thus win the prize. In such a case, since the
27 advertiser's note has not been sent by the first
28 party to any person yet, there is no other person to
29 whom a prize should be given by the scheme
30 operators, thus at least one prize will remain,
31 which will be used by the scheme operators in a draw

1 amongst all those persons who have registered for
2 that prize.

3

4 In a further embodiment, in addition to sending the
5 notes to individuals based on specific requests
6 therefor, the web-site may also send out notes in
7 bulk emails to variably sized mailing lists (e.g.
8 Friends_of_Brand_Owner), that may be personalised by
9 inserting the email address of each member of the
10 mailing list into each note. In this case if each
11 member of the mailing list includes the note in
12 their own emails, the members of the mailing list
13 each become a first party in the process.

14

15 System Architecture

16

17 Referring to figure 4, the system can be divided
18 into a user's module 130, an administration module
19 132, a logic module 134 and an advertiser's
20 administration module 136. The modules in turn have
21 access to an advertiser database 138, a campaign
22 database 140, an first party (originator) database
23 141, a note database 142, a prize offer database
24 144, a web-site club membership database 146, a
25 previous winners database 148 and note response
26 database 150.

27

28 1. User's Module 130

29

30 Referring to figure 5, the user's module 130 can be
31 divided into the following sections (as illustrated

1 in figure 5):

2

3 (i) Welcome Page 200

4 (ii) Prize-offers section 202

5 (iii) Introduction and general instructions
6 section 204

7 (iv) Winners archive 206

8 (v) Web-site club 208

9 (vi) Potential advertisers introduction section
10 210

11 (vii) Explanation Section 212

12

13

14 (ii) Prizes Offers Section 202

15

16 The prize offers section (e.g.

17 www.website.com/prizeoffers.html) comprises a page
18 providing an explanation of the marketing scheme and
19 links to a database containing details of the prize
20 offers made by client advertisers. All of the
21 currently active prize offers can be inspected
22 online from a paginated list filled from the prize
23 offer database 144. Each page will show a maximum
24 of 5 to 10 prize offers.

25

26 Each displayed prize offer includes the brand name
27 of the brand-owner in question and an image and
28 description of the prize. Each prize offer further
29 includes details of the date on which the prize was
30 offered, the prize's value (e.g. recommended retail
31 price), the broad category of goods into which the
32 prize falls (e.g. cars, toys, household goods etc.).

1 the area in which the prize can be delivered (if the
2 prize is a product) or the location in which the
3 prize can be provided (if the prize is a service).
4 The prize offers can be sorted by date (the
5 default), brand name, value, area and category, and
6 displayed accordingly.

7
8 If a competition has recently been closed (because
9 the associated prize has been won in the last thirty
10 days), the corresponding prize offer is replaced
11 with a standard message advising that the prize has
12 been won.

13
14 A note can be requested from the note database 142
15 by registering with the first party database 141
16 from any of the currently active prize offers listed
17 in the prize offers section through an appropriately
18 branded landing page or registration form.

19
20 (iii) Introduction and General Instructions
21 Section 204

22
23 The introduction and general instructions section is
24 a static page (e.g.
25 www.website.com/instructions.html) advising new
26 users on how they can use a note to win a prize.

27
28 (iv) Winners Archive 206

29
30 The winners archive section is a page (e.g.
31 www.website.com/winners-archive.html) of news items
32 providing details and stories of past winners

1 dynamically generated from the previous winners
2 database 148.

3

4

5 (v) Web-site Club 208

6

7 In the web-site club section, users have the option
8 of registering (through a profiling questionnaire
9 which includes indication of interest by category)
10 with the web-site mailing list. If the user chooses
11 to join the mailing list their details will be
12 stored in the web-site club membership database 146
13 and the user will be sent newsletters to keep them
14 apprised of new offers.

15

16 (vi) Potential Advertisers Introduction Section
17 210

18

19 The potential advertisers introduction section
20 comprises a page (e.g.

21 www.website.com\advertiser.html) explaining the
22 marketing scheme and the benefits to potential
23 advertisers of participating therein. The potential
24 advertisers introduction section also includes an
25 contact form email link (e.g. info@website.com)
26 which the potential advertiser can use to request
27 contact and further information from the scheme
28 operators.

29

30 (vii) Explanation Section 212
31

1 The explanation section comprises a static page
2 (e.g. www.website.com/about us.html) providing
3 information to users and advertisers about the web-
4 site, the marketing scheme and the people involved
5 in its operation. This section also includes a
6 feedback form (or a link thereto) to enable users to
7 provide comments and ask to be contacted by the
8 scheme operators in response thereto.

9

10 2. Administration Module 132

11

12 In the administration module 132 (e.g.
13 www.website.com/admin) the scheme operators have
14 access to a password protected suite of
15 administration tools.

16

17 The administration tools (as shown in figure 6)
18 provided in the administration module include :

- 19 (i) Report generation tool 302
- 20 (ii) Advertiser administration tool 304
- 21 (iii) Administration module user tool 306
- 22 (iv) Offers administration 308
- 23 (v) Mailing tool 312
- 24 (vi) Create/edit news stories tool 314
- 25 (vii) Download database tool 316
- 26 (viii) Categories tool 318

27

28 Administration module users can have different
29 levels of access to administration tools. A super
30 administration module user has access to all of the
31 administration tools, whereas other administration
32 module users are not permitted access to the archive

1 advertiser, archive administration module user, send
2 mail, create/edit news stories and download database
3 tools.

4

5 (i) Report Generation Tool 302

6

7 Reports can be generated from the following data;

8

9 (a) Number of advertising campaigns 320

10

11 More detailed information on the number of
12 advertising campaigns operated by the web-site can
13 be provided by enumerating the campaigns according
14 to their status (namely standby, live and closed).
15 The advertising campaigns can also be examined by
16 calculating the number of campaigns operating
17 between particular dates.

18

19 (b) The number of note responses recorded each day
20 for each campaign 322.

21

22 (c) The number of responses recorded for each note
23 issued (only applicable to web-based
24 responses) 324.

25

26 (d) The number of forward transmissions recorded
27 per 24 hours 326.

28

29 (e) The percentage of recorded note responses which
30 were received from emails compared with the
31 percentage received through the web-site
32 hyperlink 328.

- 1
- 2 (f) The number of prize-offer (first party)
3 registrations
- 4
- 5 (g) The number of registrations made after receipt
6 of consolation messages and total number of
7 consolation messages issued 330.
- 8
- 9 (h) The number of opt-ins to advertiser's email
10 list or registration daily 332.
- 11
- 12 (i) The number of opt-in registrations to the web-
13 site club daily from registrations 334.
- 14
- 15 (j) The number who join the club on the web-site.
- 16
- 17 (k) The number of clicks on each prize offer from
18 the list on the prize offer page 336.
- 19
- 20 (l) The daily number of links from website.com onto
21 a prize offer maintained by the web-site as a
22 fraction of the number of links to the prize
23 offer from an advertiser's own site 338.
- 24
- 25 In order to generate these reports, the report
26 generation tool accesses the note database 150, the
27 prize-offer database 144, the advertiser database
28 138, the first party database 141, the response
29 database 150 and the web-site club membership
30 database 146.
- 31
- 32 (ii) Advertiser Administration 304

- 1
- 2 (a) Using the add advertiser tool 340, an
3 administration module user can add an
4 advertiser to the list of client advertisers
5 stored in the advertiser database 138. All the
6 advertiser's details can be entered into the
7 system by way of a form which must be completed
8 by the advertiser or the scheme operator. In
9 this manner, the form may also represent the
10 Campaign Agreement Form. The details stored for
11 each advertiser may be viewed.
- 12 (b) Using the archive advertiser tool a super
13 administration user can archive an advertiser.
- 14 (c) Advertiser Access
15 The super administration user can add an
16 advertiser user or suspend advertiser users.
17 The advertiser user then gains access to
18 password protected administration area with
19 report tools.
- 20
- 21 (iii) Administration Module User Tool 306
- 22
- 23 Using the administration module user tool, an
24 administration module user can add a person to the
25 list of authorised existing administration module
26 users 342. Using the suspend 344 or archive 311
27 tools, the super administration user can suspend or
28 archive other users.
- 29
- 30 (iv) Offers Administration 308
- 31
- 32 (a) Add Offer 350

1 An administration module user can add, edit and
2 delete details for an offer or advertising campaign
3 operated for a client advertiser to the list of
4 offers stored in the campaign database 140.

5

6 Notes are designated in the system software with a
7 LIVE, STANDBY or CLOSED status depending on whether
8 or not they are available to potential first
9 parties. A note with a STANDBY status is not yet
10 available to the public, a note with a LIVE status
11 is available to be included in emails and a note
12 with a CLOSED status, is no longer available to the
13 public as its corresponding advertisement campaign
14 is closed.

15

16 Using the add 350 or edit 352 offer tool, an
17 administration module user can add offer details to
18 the list of notes stored for a particular client
19 advertiser in the note database 142. Using the add
20 note tool, an administration module user can add or
21 edit the text for introduction, prize description,
22 prize offer email address and hyperlink URL, brand
23 message, advertiser's logo or hyperlink and
24 associated note URL elements of a basic note
25 template. The administration module user can also
26 add a textual or graphical element to the
27 advertiser's logo in the new note. The above
28 details are validated and the resulting note is
29 added to the list of stored notes with a STANDBY
30 status designation. The administration module user
31 can view the note and may send themselves a test
32 copy of the note. If the administration module user

1 is satisfied with the received test copy, the status
2 of the note can be changed to LIVE.

3

4 Also using the add offer tool 350, the
5 administration user can add details of the offer for
6 display on the prize offer listing and prize offer
7 web page including prize title, picture, value of
8 prize, category, area prize is available in, klick
9 check target, extended information on the prize, and
10 extended information on promotor's note and a final
11 closing date.

12

13 The add offer tool 350 includes input of questions
14 for the survey data which may be included on the
15 registration form (at option of the advertising
16 client) to request issue of a note as a requirement
17 for first party to complete before valid request is
18 made. The data is stored in the campaign database
19 for each advertiser.

20

21 The administration user may further view and edit an
22 offer before confirming status of offer as live 354,
23 standby 356, archived 358 or closed 360. Closing an
24 offer removes it from the prize offers page.

25

26 (b) Front page offers and Top offers 370

27

28 The administration module user can select two offers
29 to be featured on the home welcome page and can
30 select up to seven top offers to be featured on the
31 advertisers introduction page and website club
32 pages.

1

2 (v) Mailing Tool 312

3

4 (a) Send Mail Tool 372.

5 Using the send mail tool 372 a super administration
6 module user can send an email to themselves and to
7 an appropriate mailing list. Using this tool, the
8 super administration module user will be able to
9 specify the body and the subject of the email. This
10 tool can be used to send the closing message to all
11 first parties who registered for an offer when the
12 offer closes.

13

14 (b) Email Offer 374.

15 The administration module user can use the email
16 offer tool 374 to send a note to themselves and to
17 an appropriate mailing list. This tool adds the
18 recipients email address into the text of the note.

19

20 (vi) News Tool 314

21

22 Using the add news stories tool 376 and the edit
23 news stories tool 378, a super administration module
24 user can create news stories, with a date and
25 associated image. These stories are editable and
26 deletable and are stored in the previous winners
27 database 148. The news stories can be granted the
28 status of LIVE or STANDBY 380, and accordingly,
29 stories with a LIVE status appear on the winners
30 archive section of the user's module 130.

31

30

1 (vii) Download Database Tool 316

2

3 Using the download database tool 316 a super
4 administration module user can download all relevant
5 database content in CSV format to be sent to
6 advertisers on termination of an advertising
7 campaign. The downloaded information includes a
8 list of the contact details and survey data from all
9 the registrants for the relevant prize offer
10 (obtained from the registration form for the prize-
11 offer). The super administration module users can
12 also use this tool to download data relating to web-
13 site club membership in CSV format.

14

15 (viii) Categories Tool 318

16

17 The super administration module user can add or
18 delete categories. These are used to sort prize
19 offers and to profile club members interests.

20

21 3. Logic Module

22

23 The logic module provides a suite of tools for :

24

- 25 (i) counting the recorded responses to issued
26 notes (with independent auditing).
- 27 (ii) controlling the reporting system for issuing
28 news-letters to web-site club members
- 29 (iii) controlling the automatic clearing of prize
30 offers from the list of available prize
31 offers on termination of an advertising

1 campaign and entry of new prize offers into
2 the prize offer database 144.

3 (iv) Generating alerts when the target number of
4 responses for a given advertising campaign
5 has been recorded and triggering delivery of
6 prize

7

8 4. Advertiser's Administration Module

9

10 All advertisers who participate in the marketing
11 scheme and register with the scheme operators have
12 access to their own suite of tools in the password
13 protected advertiser's administration module (e.g.
14 www.website.com/ADVERTISER/admin).

15

16 The tools made available to the advertiser in the
17 advertiser's administration module include a report
18 generation tool and a CSV upload tool.

19

20 (a) Report Generation Tool

21

22 Using the report generation tool reports can be
23 generated by registered advertisers containing
24 details of :

25 (i) The current number of note responses
26 recorded for a particular advertisement
27 campaign.

28 (ii) The average number of note responses
29 received within a 24 hour period

30 (iii) The percentage of note responses obtained
31 through emails as opposed to the percentage
32 of responses obtained through the hyperlink

1 provided in the note.

2

3 (b) CSV Upload Tool

4

5 Using this tool an advertiser can populate their
6 relevant section of the advertiser database 138,
7 prize offers database 144 and campaign database 140
8 with files in CSV format through a provided form.

9

10 In a further embodiment each of the web-site
11 sections can be made accessible through a
12 personalised homepage by the provision of an
13 additional page detailing offers of interest only to
14 the visitor in question.

15

16 In a further embodiment, visitors to the web-site
17 will be able to identify their home nation to select
18 the language and home nation prizes.

19

20 In a further embodiment, users can be further
21 enticed to register with the web-site club by
22 offering the registrants further opportunities to
23 win prizes with extra draws for prizes.

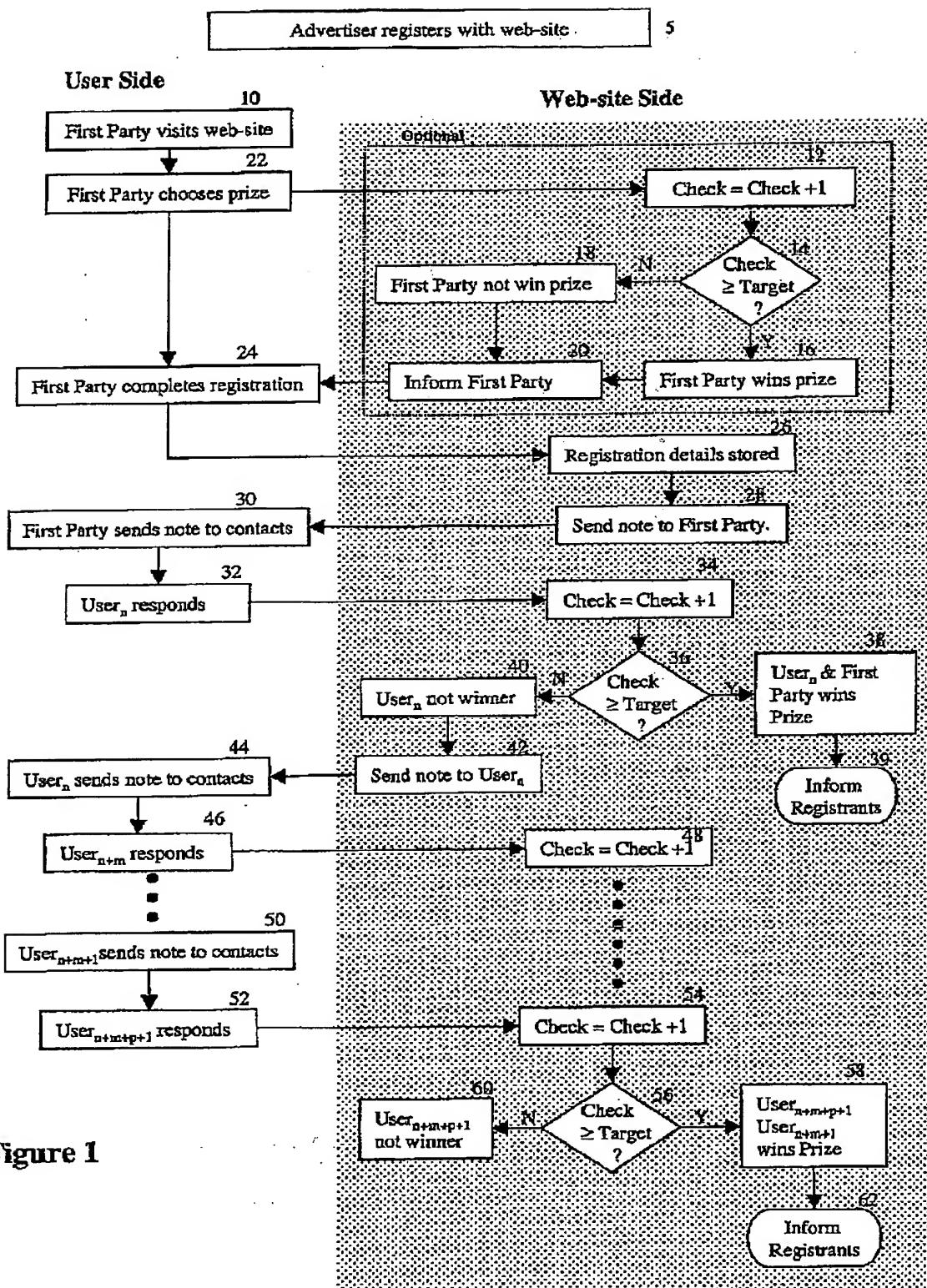
24

25 This invention is not limited to the embodiments
26 herein described which can be varied in construction
27 and detail.

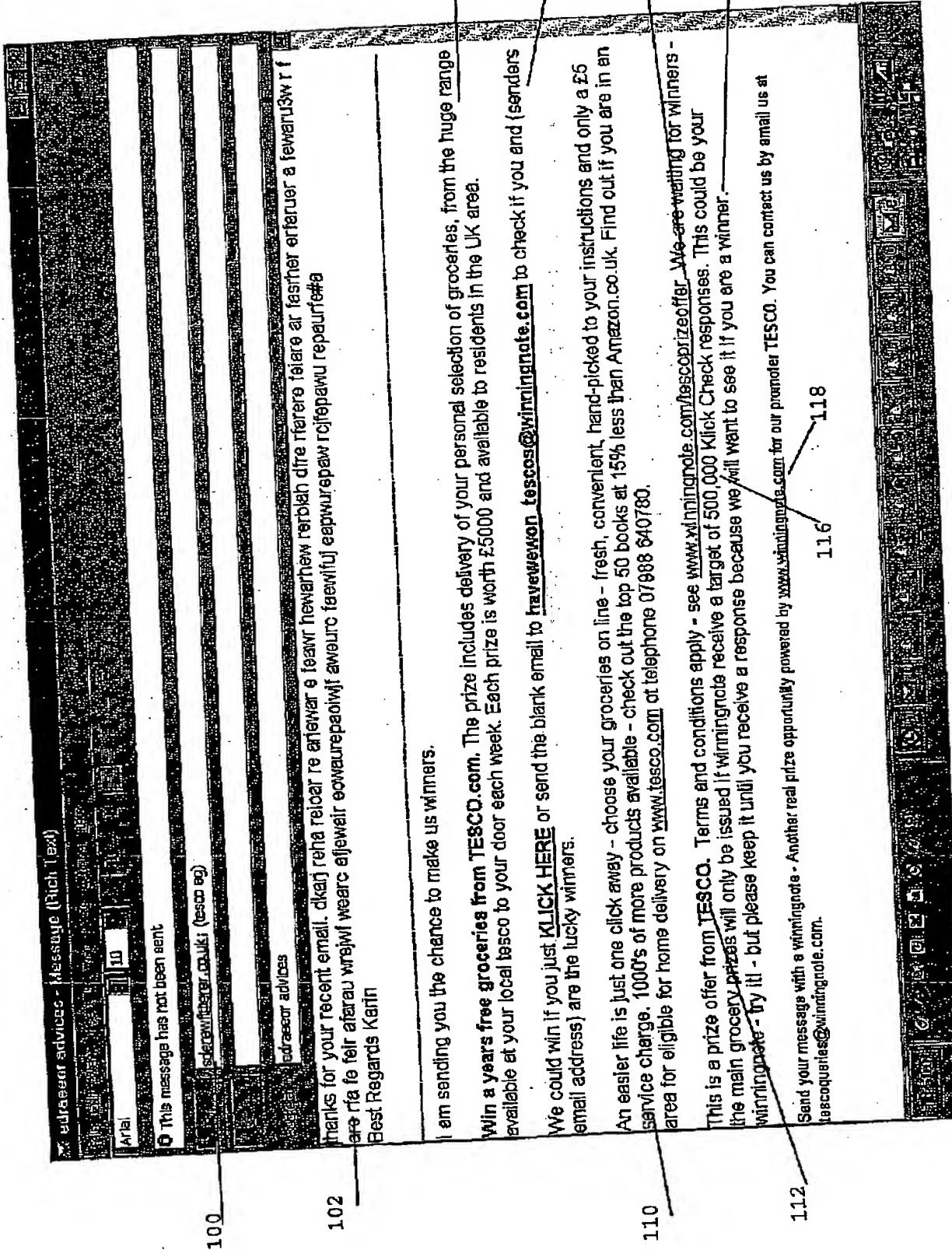
28

29

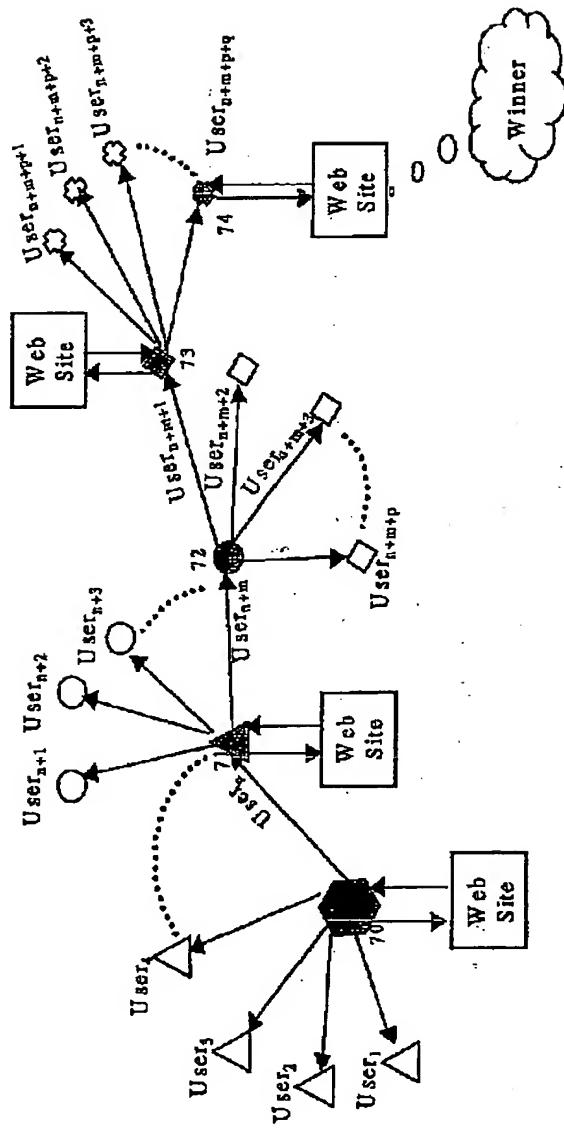
30

**Figure 1**

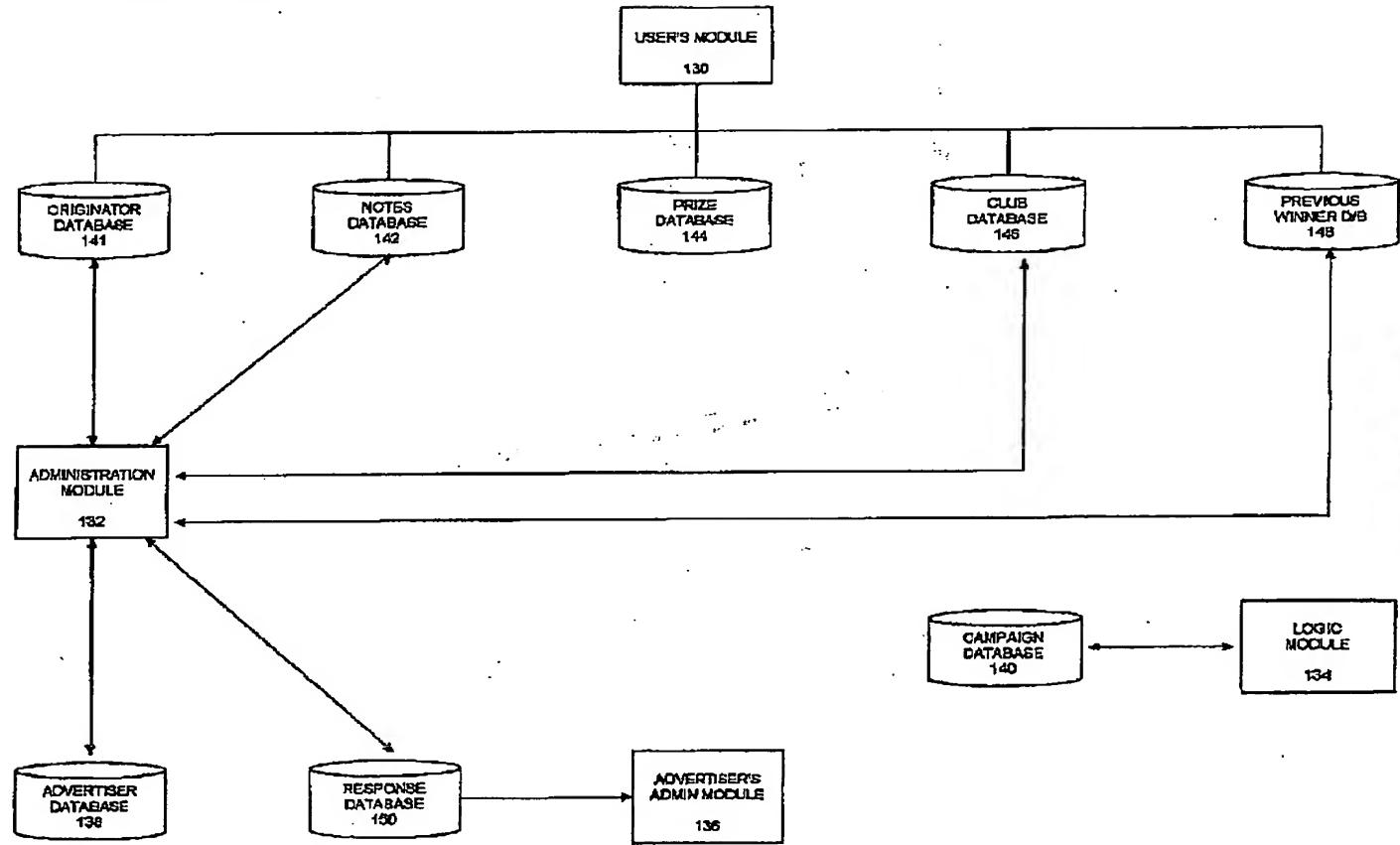
THIS PAGE BLANK (USPTO)



THIS PAGE BLANK (USPTO)

Figure 3

THIS PAGE BLANK (USPTO)

FIGURE 4 - System Architecture

THIS PAGE BLANK (USPTO)

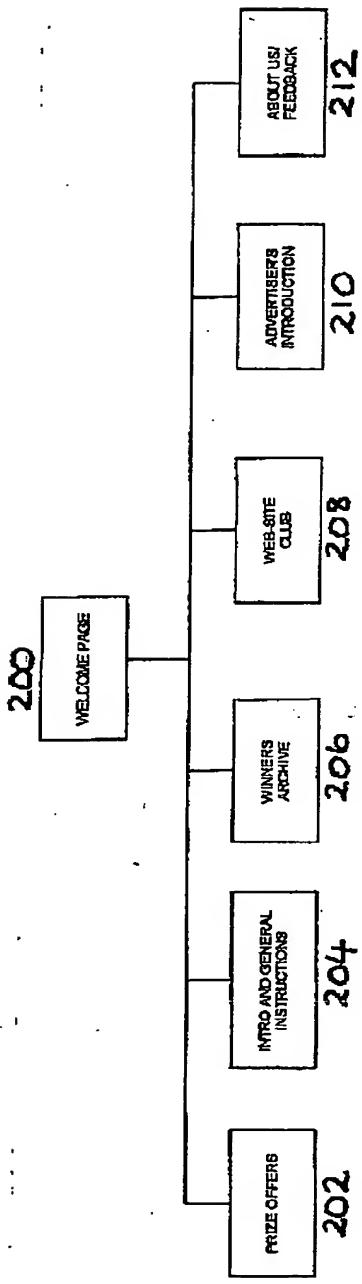
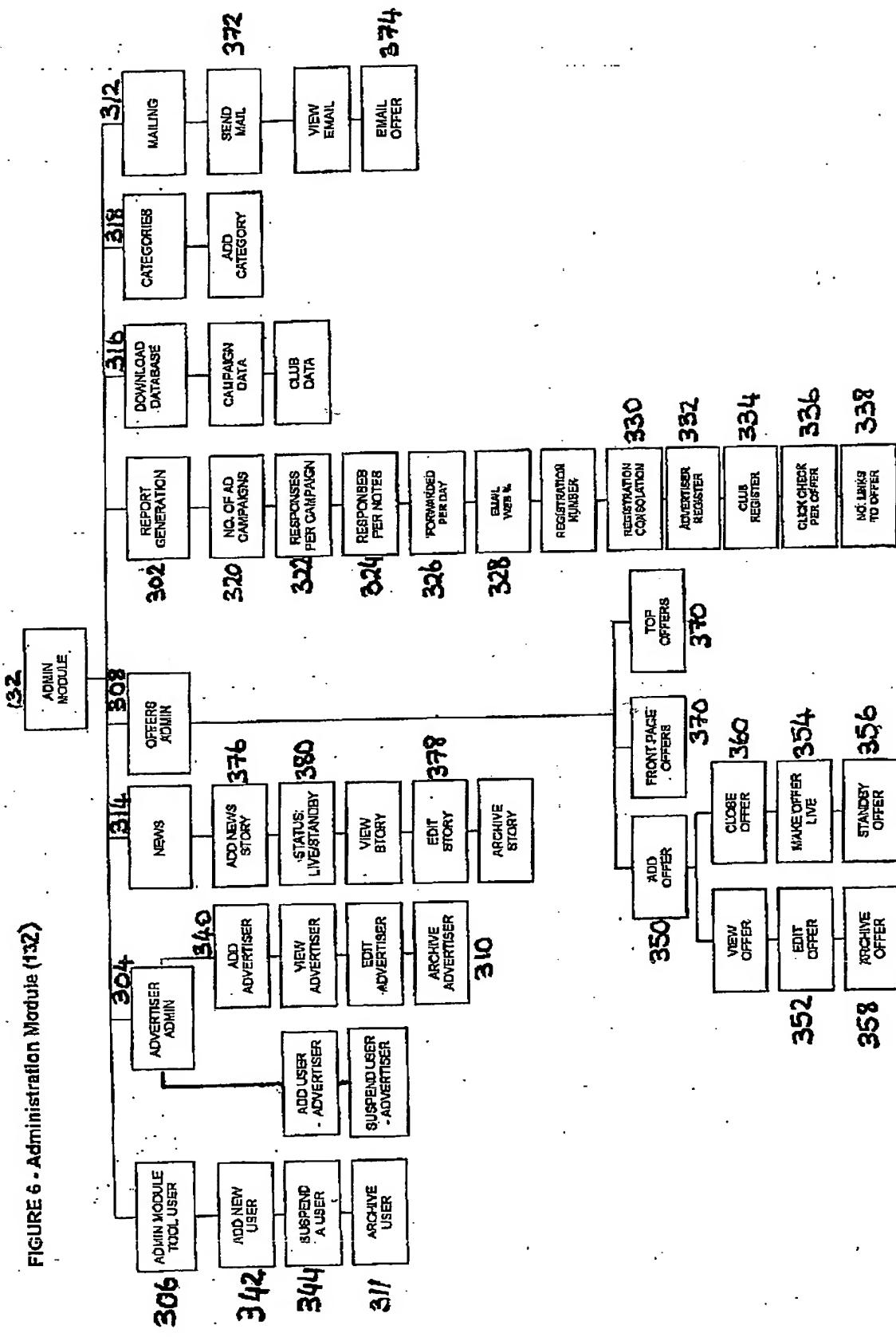


FIGURE 5 - User's Module (130)

THIS PAGE BLANK (USPTO)

FIGURE 6 • Administration Module (132)



THIS PAGE BLANK (USPTO)

**This Page is Inserted by IFW Indexing and Scanning
Operations and is not part of the Official Record**

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- BLACK BORDERS**
- IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- FADED TEXT OR DRAWING**
- BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- SKEWED/SLANTED IMAGES**
- COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- GRAY SCALE DOCUMENTS**
- LINES OR MARKS ON ORIGINAL DOCUMENT**
- REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- OTHER:** _____

IMAGES ARE BEST AVAILABLE COPY.

As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.

THIS PAGE BLANK (USPTO)